

## Research on the Countermeasures of College Students' Ideological and Political Education in the Micro-era

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**Keywords:** Countermeasures; College Students; Ideological and Political Education; Micro-era

**Abstract:** With the continuous development of society and technology, the use of mobile clients such as WeChat, Weibo, QQ, etc. has become very common, especially among the young people represented by students, the application of these APPs is an indispensable part of daily life. While the network culture brings opportunities for college students to carry out ideological and political education, it also faces new challenges in the methods and methods of ideological and political education. In the micro-era, how to use the network platform such as WeChat to better match the psychology of students accepting ideological and political education and achieve better ideological and political education is a question worth exploring. This paper attempts to study the work model of ideological and political education based on new media and to further improve the quality of ideological and political education.

### 1. Introduction

Faced with the rapid development of social information, online media has entered a new era - "micro-era." With the rapid development of online media, the dissemination of information has become more diverse, and new online media such as Weibo, WeChat, micro-movie, micro-speaking, and micro-community have appeared in people's field of vision. Especially for the contemporary college students, they have the characteristics of fast acceptance, exploration spirit, fashion pursuit and individuality. Therefore, under the "micro-era", these "micro-media" are among the young students. The application is more extensive. These emerging media have brought people-to-person communication into a new era, and the "micro-era" has quietly arrived.

Today's society has entered the "micro-era". Some new "micro-media" such as Weibo and WeChat have gradually become the most important and most influential information media and communication terminals. The gradual acceleration of social mediation has also made information the main medium for future social development and personal survival. However, while the "micro-era" has brought unprecedented opportunities for ideological and political education, it has also brought about ideological and political education in colleges and universities. A great challenge, its impact on ideological and political education is even greater and more violent than at any time in the past. In addition, today's college students are 90 years old. Their personality characteristics are also very different from those of previous students. How to do the ideological and political education of college students in the "micro-era" environment is currently facing colleges and universities. Important question. Therefore, the topic of this paper is determined as "the research on the working mechanism of ideological and political education for college students under the "micro-era"".

### 2. The Concept of the "Micro-Era"

To understand the "micro-era", we should focus on this "micro" word, this "micro" is mainly reflected in the following three aspects: The first is the small number of words. At present, the media, such as Weibo, WeChat, QQ, Renren.com, which are represented by Weibo and WeChat in colleges and universities, are characterized by short, succinct and vivid texts. For example, the

number of words in Weibo is generally 140 words, and the number of words in QQ signature is less, generally around 50 words. Although the length is short, it can show the world. The second is the software itself. Weibo, WeChat and other software are small software, the requirements for electronic equipment are not high, users can use the computer, mobile phone and other electronic devices to download and complete the registration can be used to log in. These micro-software is relatively low-tech and generally easy to use. The third is the micro of the mobile terminal. Nowadays, these widely popular media platforms cannot be used without suitable mobile terminal devices. With the right mobile devices, it is even more powerful.

First, the spread of liquidity breaks through space constraints. The spread of the “micro-era” can be seen as a spread of liquidity. The development of 3G and 4G network technologies has solved the mobile problem of information receiving terminals. At present, 4G networks and related technologies have been integrated into mobile phone and portable computer applications. These small and convenient mobile terminal devices are the most popular and widely used communication tools at present, and the mobile devices have a high rate of ownership among young students. Mobile terminals make information dissemination more fluid. These electronic products are not only easy to operate, but also have the function of dissemination. This expands the scope of people's communication activities to a certain extent, and to some extent breaks the limitation of space. Time and space are independently selected for information dissemination or reception activities when the Internet allows. People use short texts, pictures and videos that they can take, share their feelings, feelings and feelings anytime and anywhere, and further break through the spatial boundaries of traditional modes of communication.

Second, the spread of miniaturization is more attractive. Faced with such a vast world of information, people's mentality of filtering information is gradually changing. For some long and complicated content, people often lose the patience of reading and browsing, and they have no more energy to accept. The characteristics of the emerging micro-software “short, precise, fast” just fit people's psychology. Under this circumstance, the original mode of communication under the traditional mode of communication has become obsolete, and the content of mini-distribution has become more and more popular. The network communication under the “micro-era” coincides with the ideal of the people's current heart. There is no long story. Just a short text, a clear picture or a streamlined audio and video clearly express the communicator's thoughts. In a short period of time, it attracts people's attention and enhances people's desire to read, so that the information expressed is spread more widely.

Third, the spread of flattening enhances the effects of communication. Traditional communication activities are generally unidirectional from top to bottom. However, in the “micro-era”, there is no longer a clear boundary between the producers, communicators and receivers of information, and the relationship between the three becomes subtle, there may be overlapping or even reconciliation of roles; communication activities are gradually “decentralized”, and the characteristics of the new network era make information dissemination more complex and changeable. Information transmission changes the traditional top-down communication mode, and information is in the process of dissemination. It may be reversed or modified to expand. As the information is passed, each information interaction node woven the information into an invisible network. In the micro-era, everyone who owns a mobile terminal can serve as an information dissemination center. Compared with the past, people's information receiving activities are faster, more efficient, and simpler. The micro-era emphasizes the individual's subjectivity and gives full play to subjective initiative, which has greatly enhanced the way and effect of communication.

### **3. Characteristics of Ideological and Political Education under the “Micro-Era”**

The prominent manifestation of ideological and political education under the “micro-era” is “micro-carriers”. The characteristics of “micro-carriers” mainly include the following aspects: First, the information content is short and concise, vivid and easy to understand. On the “micro-carrier” platform, you can post a picture, a piece of text, a video, a mood or simply send an expression, a punctuation, which can represent the mood of the publisher, and show the publisher in a clear and

concise manner. intention of. “Microcarriers” conforms to the modern life habits of modern people. It simply and directly expresses inner feelings. The information content of the dissemination is short and precise, and the forms are diverse. This is more easily accepted by college students in real life than the traditional ideological and political education carrier. It is said that the “micro-carrier” of ideological and political education under the “micro-era” is more attractive and more able to show the style of college students.

Second, it covers information rich and spreads quickly. The existence state of “microcarriers” in real life is invisible, invisible and intangible, but it has an immeasurable influence on people's lifestyles and values in social life, and gradually changes people's life. Compared with traditional ideological and political education carriers, “microcarriers” cover a wider range and more rich content, and the characteristics of immediacy and epoch are also prominent. In the content of communication, there is not only professional knowledge, but also hotspots of humanities and public opinion; it can be both a personal mood and a current state of affairs. Moreover, as an emerging form of ideological and political education, the scope of its dissemination and its impact cannot be underestimated. Once the “microcarriers” are generated, they quickly seize the frontiers of the media. Compared with previous media such as radio, news, and newspapers, the information brought by “microcarriers” can be presented to the public through the Internet at the first time of the event. Through the “micro-carrier” platform, not only can we understand the problem in the first time, think and spread the problem, and sometimes even deal with the problem immediately, showing that its ability is extraordinary. In the process of college students' ideological and political education, these characteristics of “micro-carriers” have greatly enhanced the dynamic and practical effect of ideological and political education.

Third, participation is high and two-way interaction is present. “Microcarriers” have a wide audience, which can be a high-profile public opinion person, or an unknown grassroots person; it can be a toddler, or an old man who has spent a year, can read at school. The students can also be white-collar workers who enjoy life. No matter what kind of social group you belong to, you can use the “micro-carrier” platform to receive information, and you can also selectively participate in the interaction according to your own preferences. This two-way interaction embodies the difference between the “micro-carrier” and the traditional one-way communication of ideological and political education carriers, and increases the interaction between people. There is no longer a relationship between teachers and students, and students can selectively acquire their own feelings. Interested information, educators can also express their own views, not subject to the responsibility of the teacher in the classroom, teachers and students can not only get to know each other through the “micro-carriers”, but also get timely response and feedback from the other party, greatly shortened The distance between time and space between teachers and students.

#### **4. The Innovative Approach to Ideological and Political Education under the Micro-Era**

Forming a professional and fixed network of ideological and political education workers. The “Opinions on Further Strengthening and Improving College Students' Ideological and Political Education” issued by the Central Committee of the Communist Party of China pointed out that the ideological and political education work team is to strengthen and improve the thinking of college students. Organizational guarantee of political education. Therefore, in accordance with the requirements of strong political, professional, disciplined and well-established style, it is particularly important to form a special and part-time use of WeChat and other media to engage students in ideological and political education. This work team must always adhere to the correct political direction, constantly strengthen its ideological and moral cultivation, continue to enhance social responsibility, focus on improving business standards, and at the same time be proficient in operating new media such as WeChat and using platform to publish and publish information, which can be a good idea. Political quality and moral style influence and educate students, cultivate students' excellent quality, good personality, healthy psychology and enterprising spirit, become the guide and guide for students' healthy growth, and fulfill the important mission of the times and society to give ideological and political education workers. In addition, we must attach great

importance to the selection of student backbones to participate in the management of ideological and political education, and to give full play to the enthusiasm and initiative of college students and enhance the educational effect.

Establish a public platform and exchange interactive groups with rich content and various forms. Create “micro” positions such as WeChat public platform, Weibo group discussion, QQ interactive group, etc., and recruit students to join them. Once the new channel of ideological and political education is established, it can push the fine content in a targeted and timely manner and construct a public opinion atmosphere conducive to the spread of mainstream ideology in China. For example, in the platform and group, the hot events and the voices of the mainstream media are released for the first time. At the same time, it provides another place for students to collide and talk freely. In the process of learning and discussion, it is also convenient for teachers to grasp the dynamics of students' thoughts. Bad thinking is on the right track. For example, close to student life, care about the topic of online public opinion that they care about, guide students to discuss, express their opinions, and if necessary, communicate one-on-one, answer their doubts, combine national will and people's preferences, and make the whole The mainstream ideology of society is more intimate, appealing and persuasive. In this way, the seemingly dogmatic theory of ideological and political can infiltrate into the students' lives and gradually integrate into their minds to achieve “smoothness and silence”. Educational effect. In addition, the content of ideological and political education taught can strengthen both theory and practice. Finally, find the right point of the ideological and political education and the students' true feelings, explore the moral model role on the network or the students in the school, and spread the real and vivid examples on the platform--using the people around them to educate people and interpret the society. The connotation of the core values of the society encourages students to recommend good people and good deeds on campus and internship units, and helps students to establish a positive consciousness, positive energy concept, and use the “butterfly effect” of micro-era network paradox to “get righteousness”. It will form an effective combination of online and offline and active interaction outside the group to achieve a multiplier effect.

## 5. Conclusion

In short, in order to improve the overall quality of students, educational means should also be done in a timely manner and in a timely manner. Under the micro-era, the use of public platforms such as WeChat, Weibo, QQ and other public platforms for college students' ideological and political education is an important trend. It is an important measure to improve the enthusiasm, enthusiasm and initiative of college students to study ideological and political courses, and it is also to improve the effectiveness of ideological and political education in universities. The feasible way of sex. Unswervingly moving the road of socialism with Chinese characteristics and working together to build a Chinese dream and a strong national dream require every ideological and political education worker to explore and practice.

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